

FIG. 1

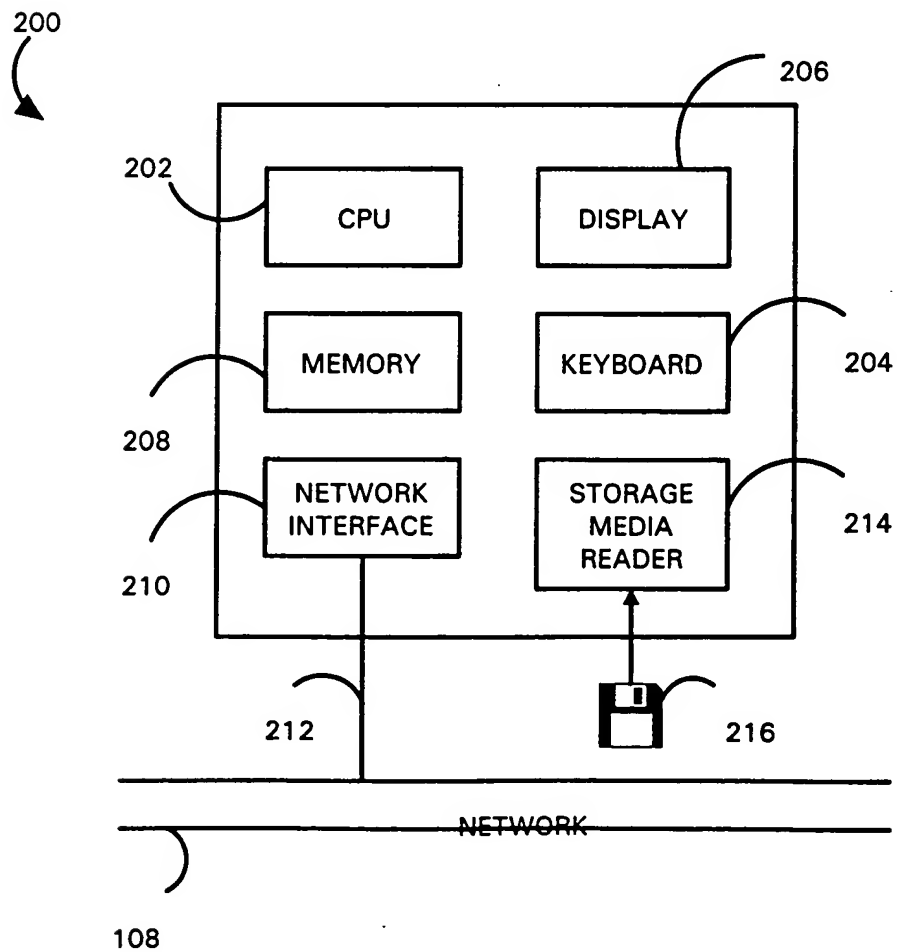


FIG. 2

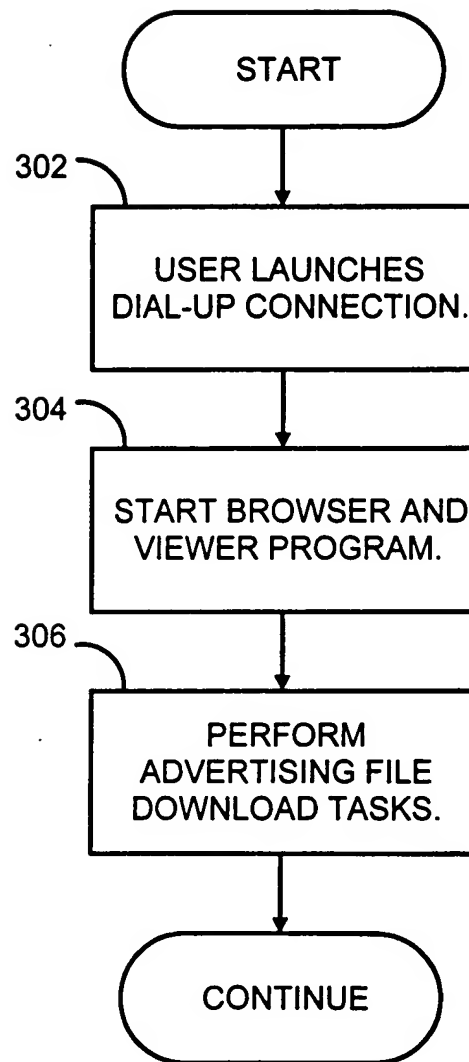


FIG. 3

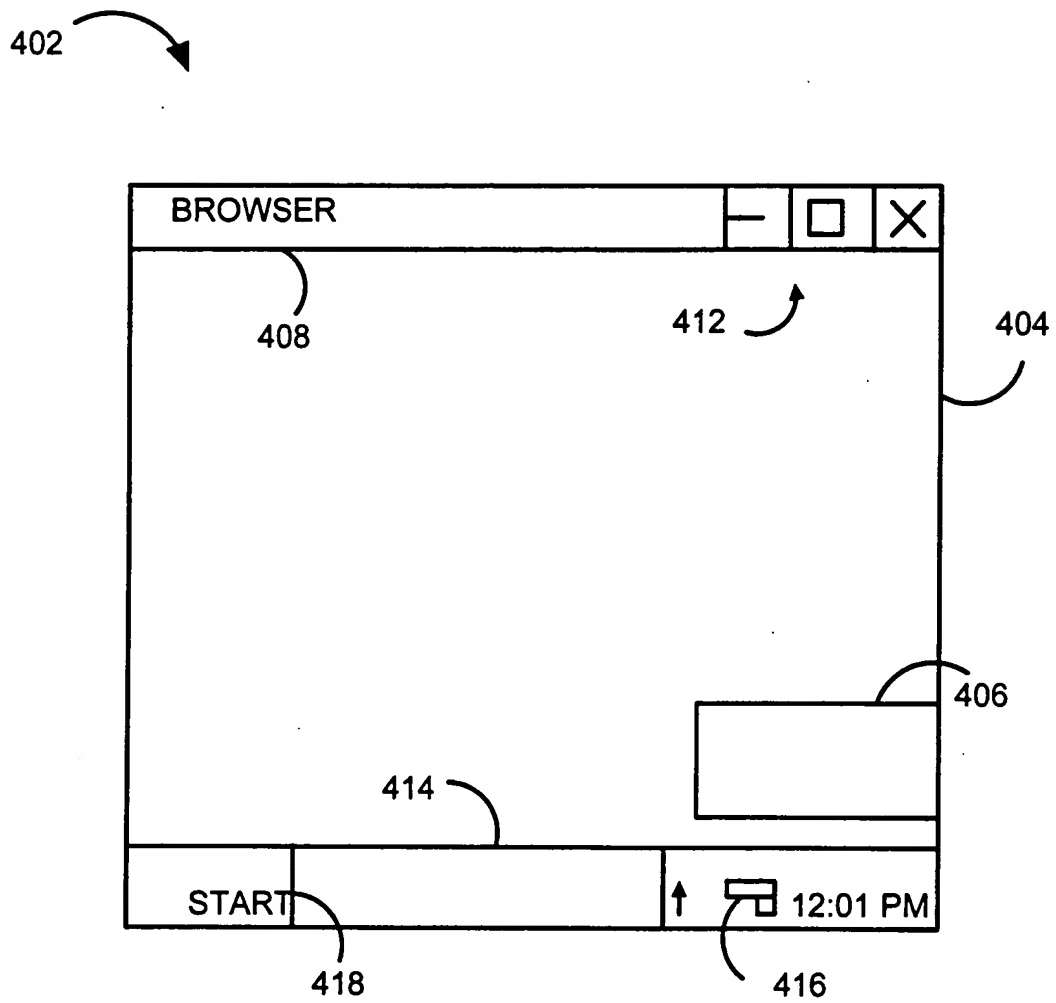


FIG. 4

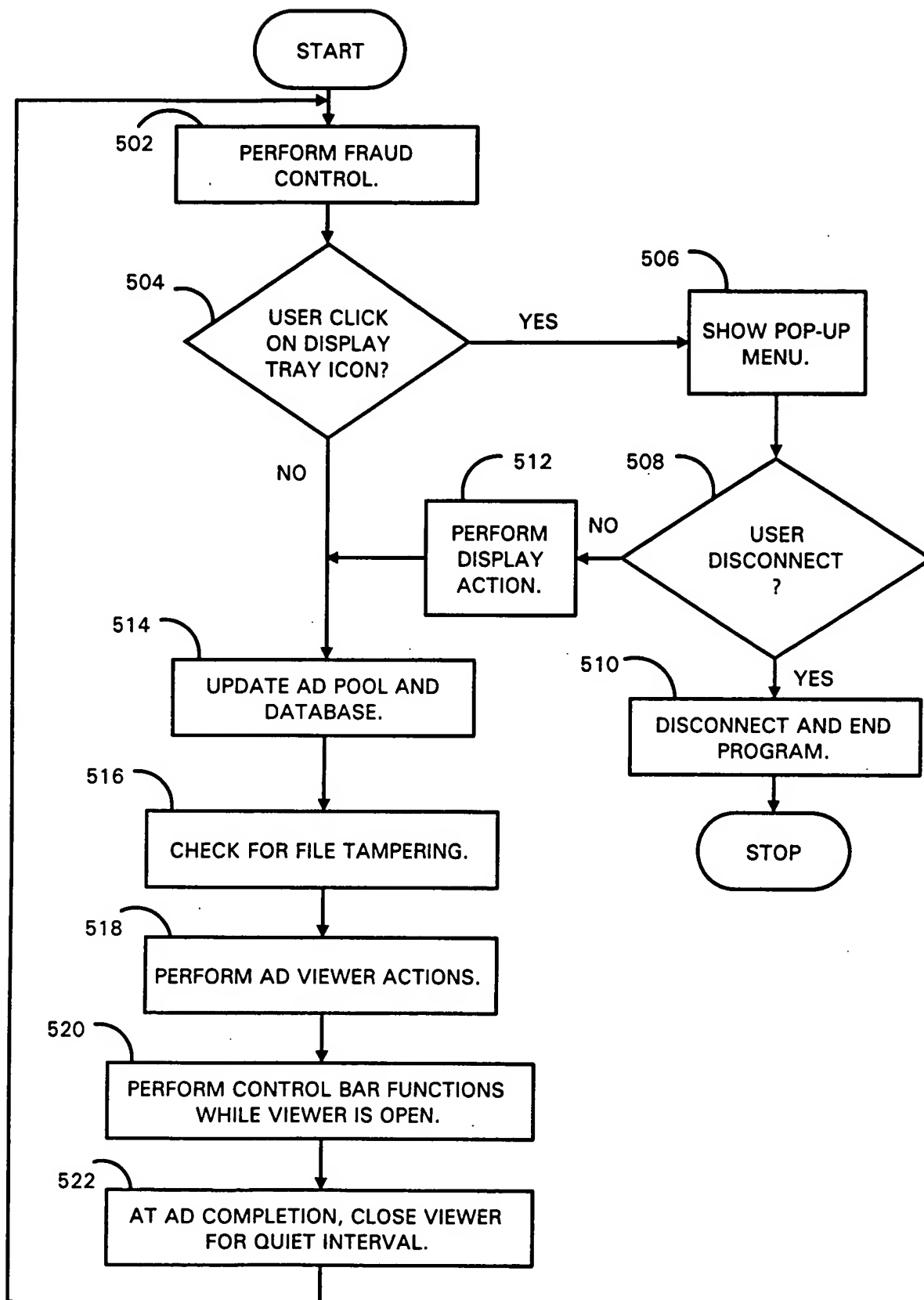


FIG. 5

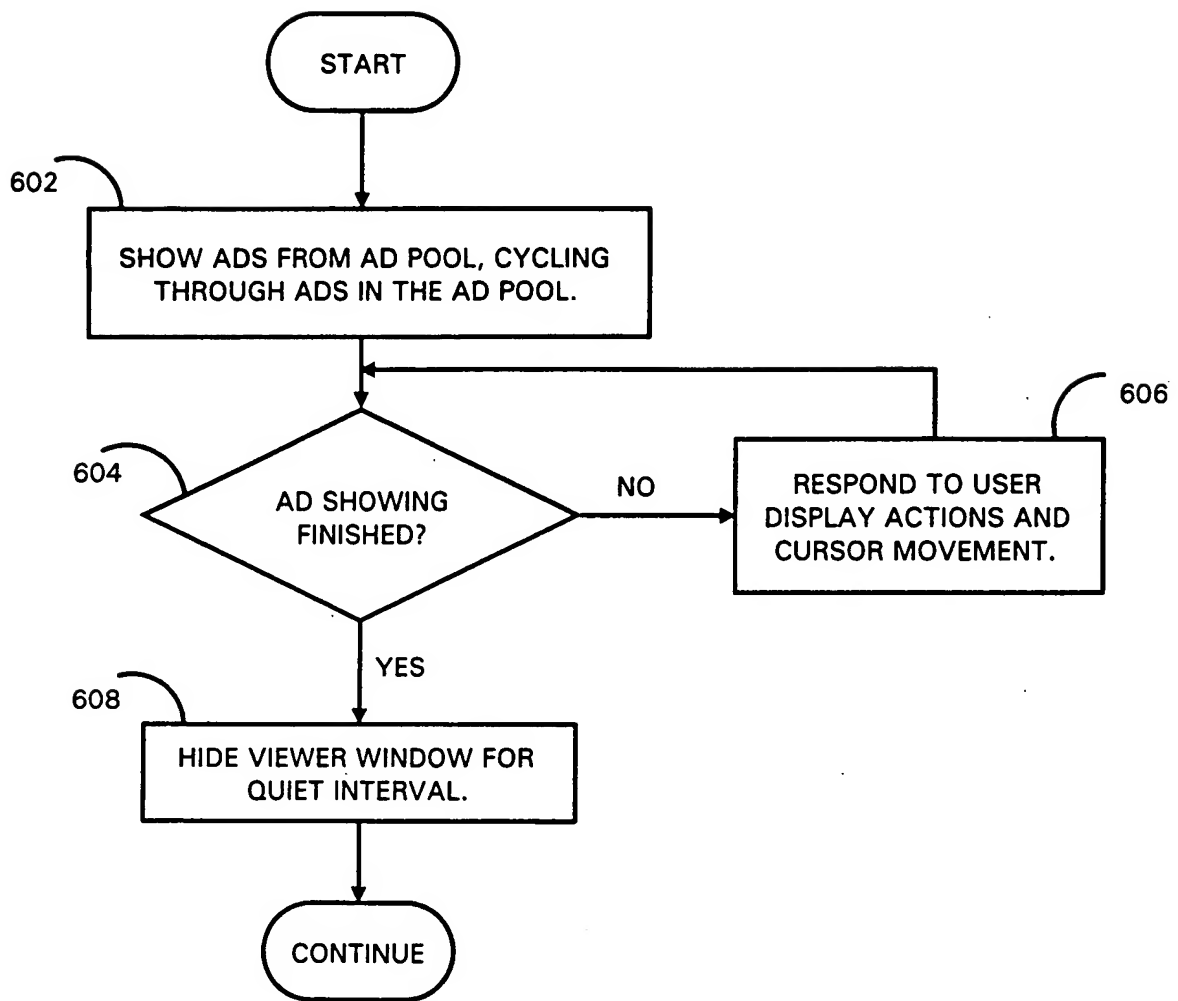


FIG. 6

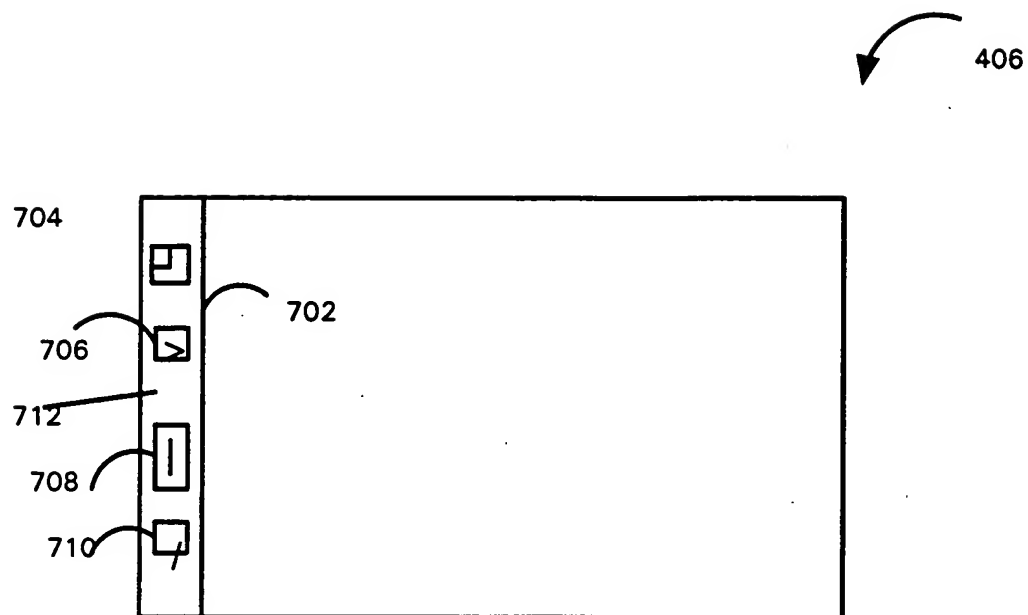


FIG. 7

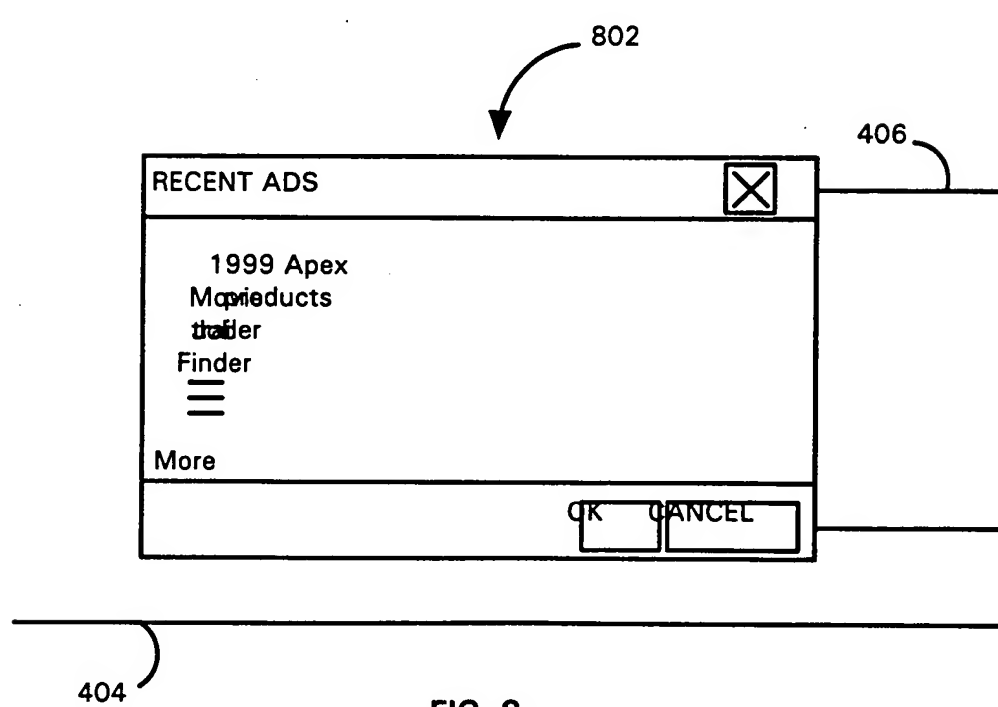


FIG. 8

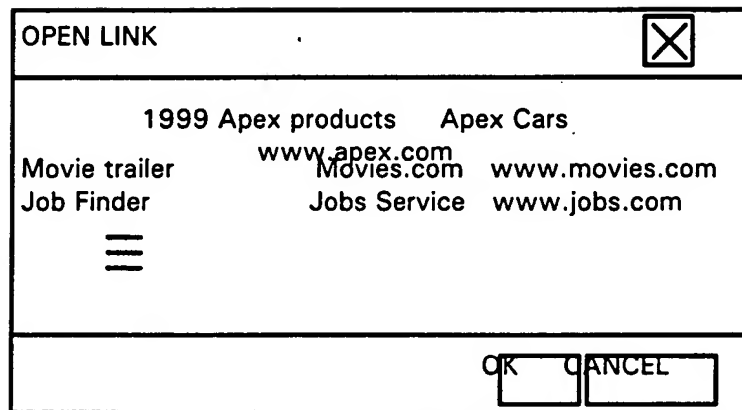


FIG. 9

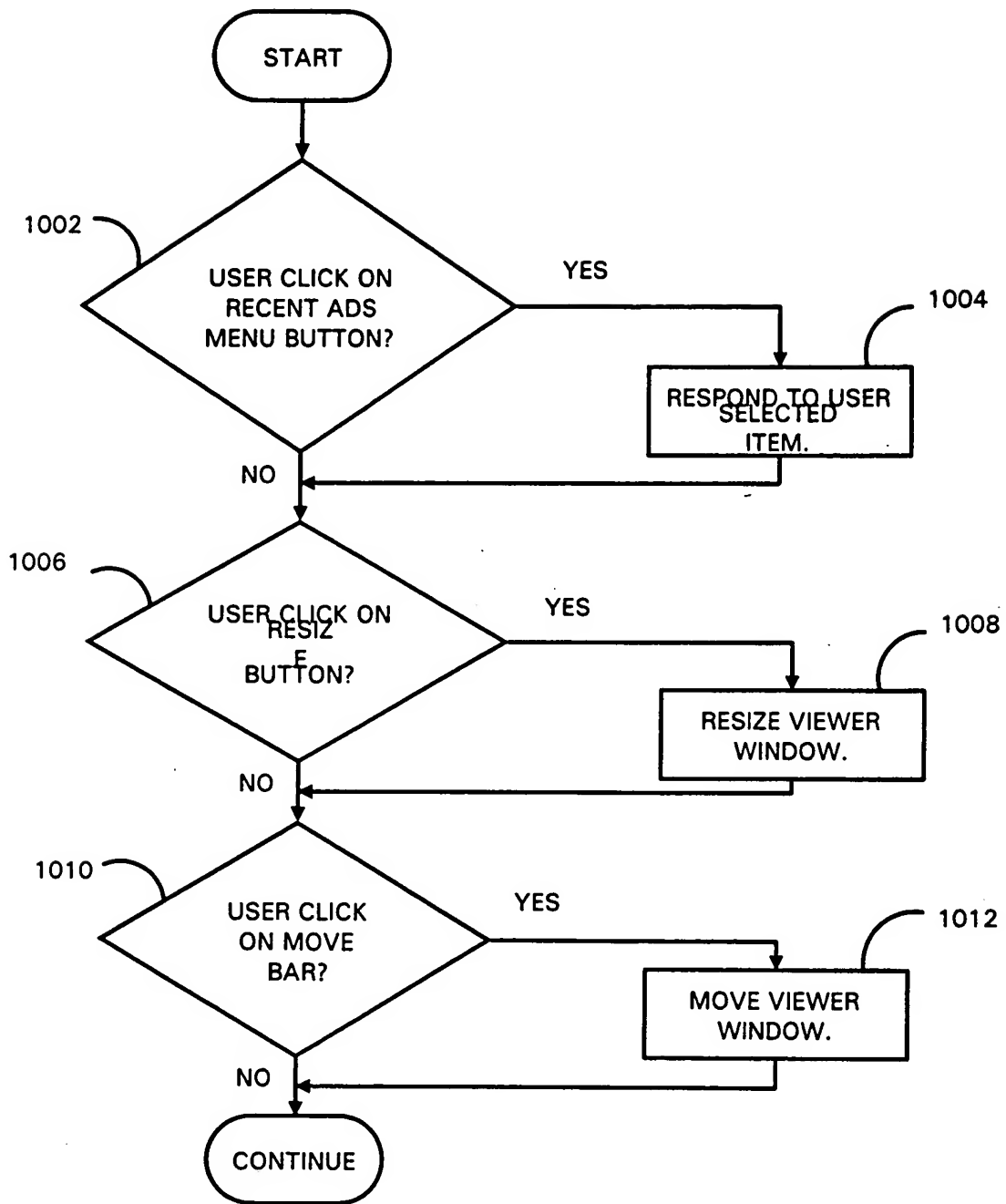


FIG. 10

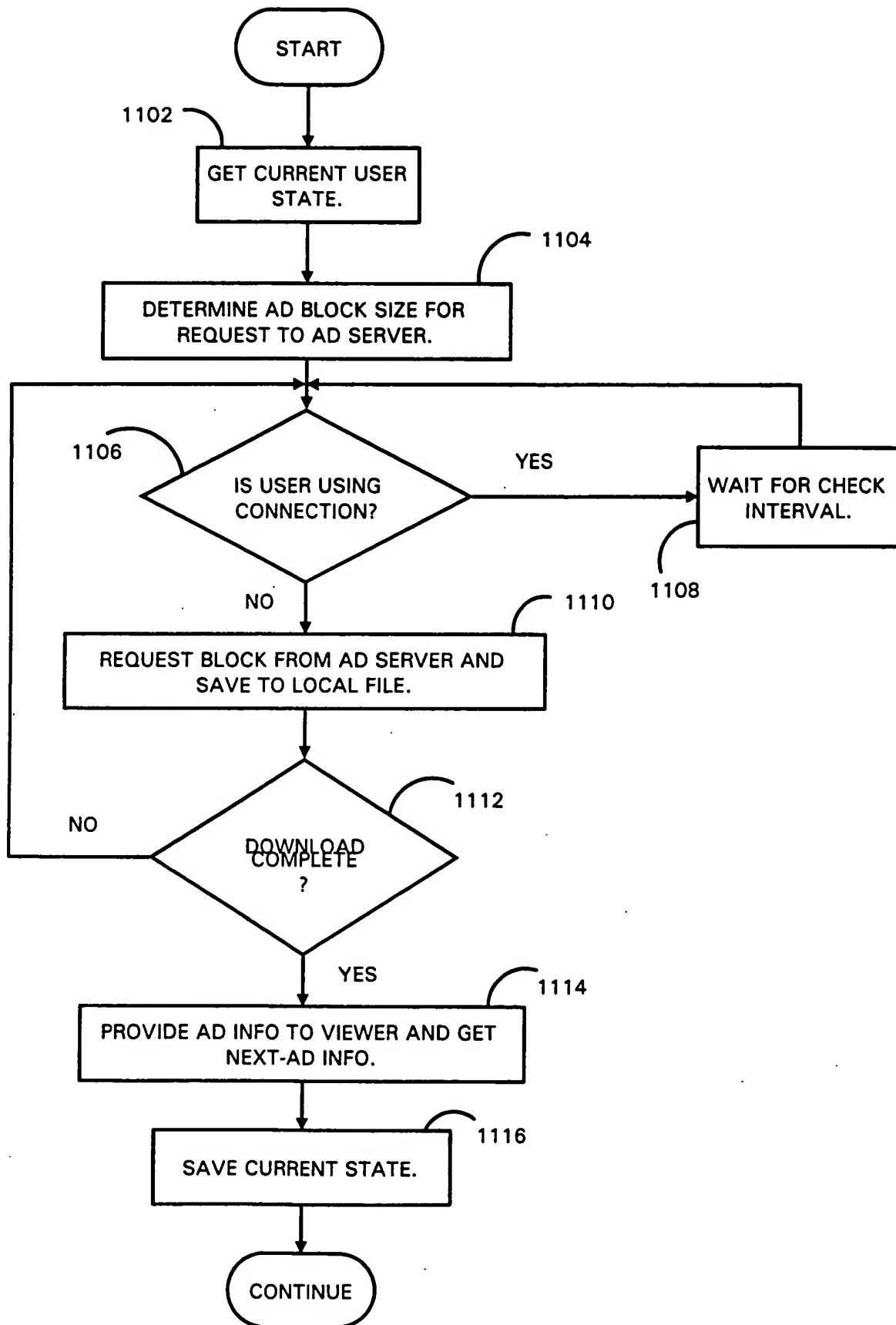


FIG. 11

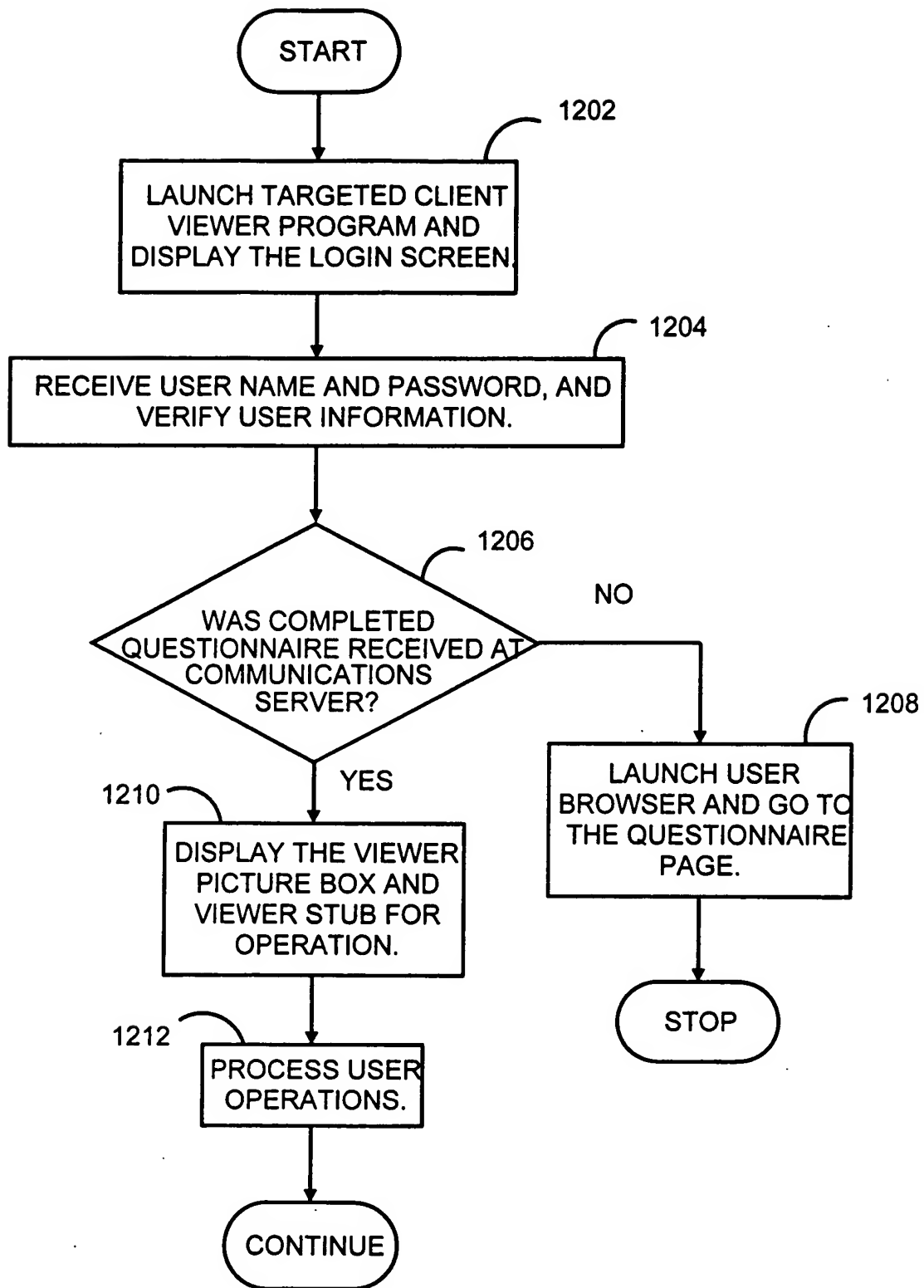




FIG. 12

WELCOME 

1314 1316


MEMBER NAME  1302

PASSWORD 1304

DIAL NUMBER 1306

1318 1310 1308 1312

FIG. 13

 1300

WELCOME

1314

PASSWORD HELP

1316

HELP

MEMBER NAME

1402

PASSWORD

DIAL NUMBER

1302

JOE NAME 1

MARY NAME 1

A. NAME 1

B. NAME 1

888-123-4567

1306

CHANGE NO.

1318

LOG OFF

1310

CONNECT

1312

CANCEL

FIG. 14

BROWSER - QUESTIONNAIRE PAGE

FILE EDIT VIEW TOOLS HELP

BACK FORWARD RELOAD HOME PRINT STOP

USER NAME

STREET ADDRESS

CITY STATE

AGE GENDER MARITAL

JOB INCOME

CAR TV

SPORTS EVENTS

START

1500

FIG. 15

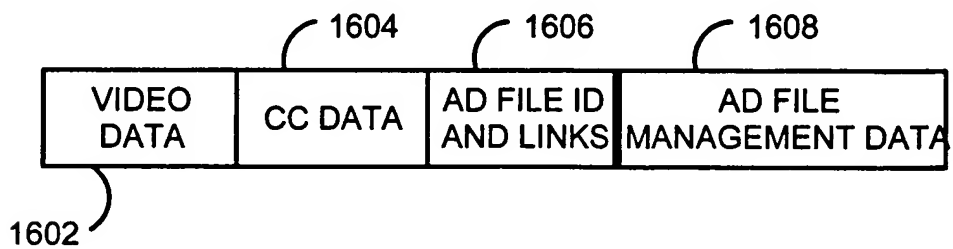


FIG. 16

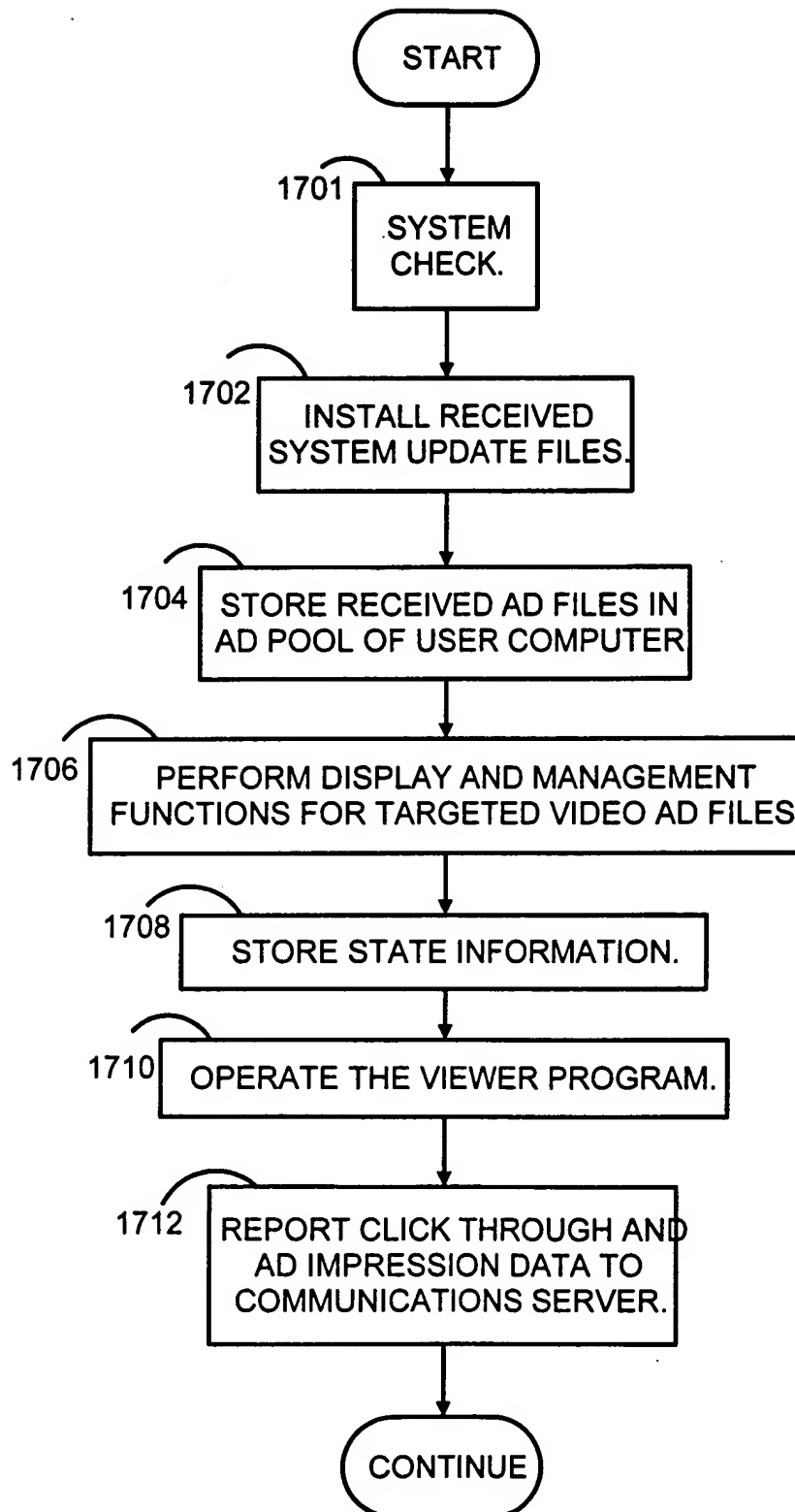


FIG. 17

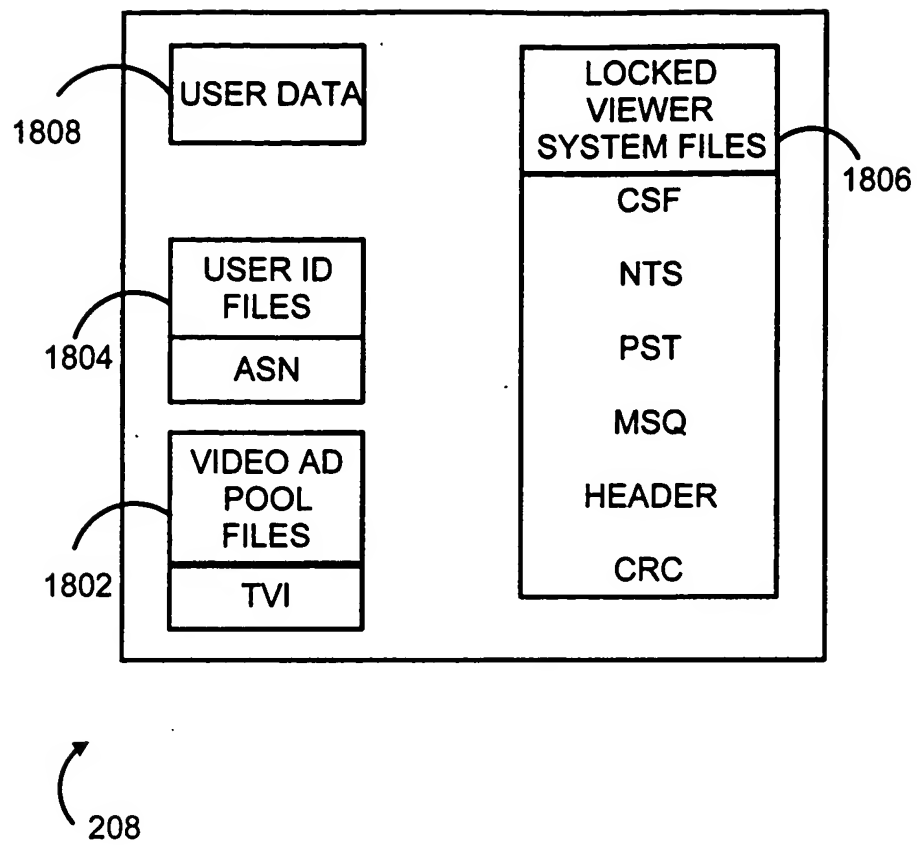


FIG. 18

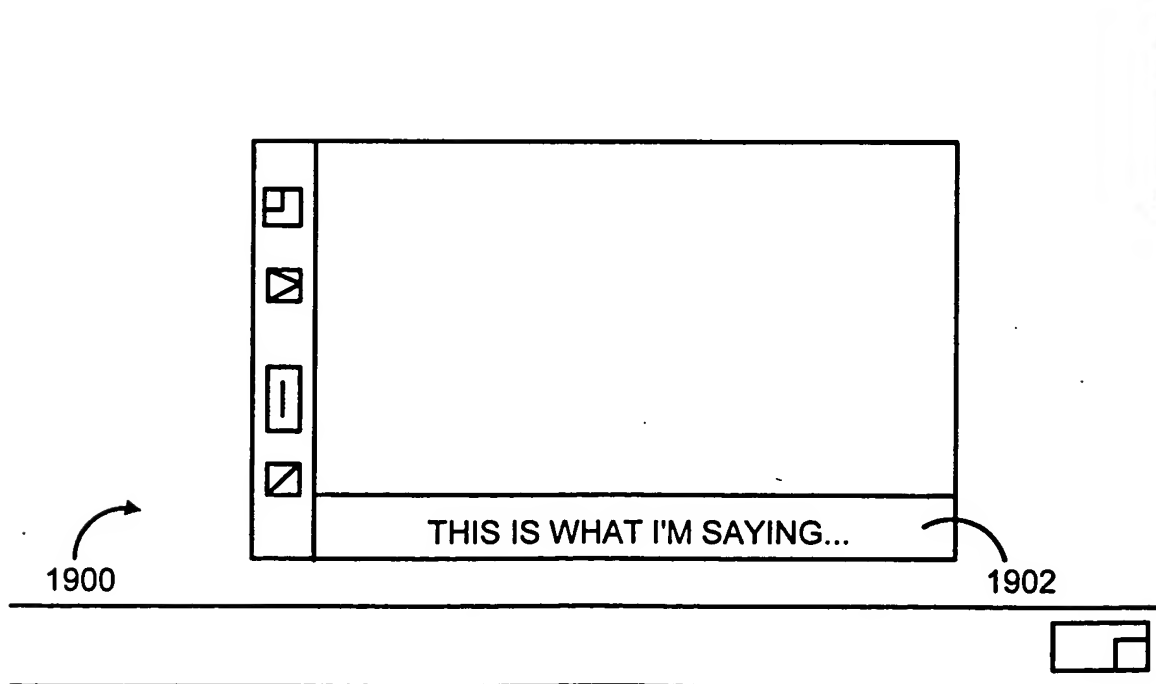


FIG. 19

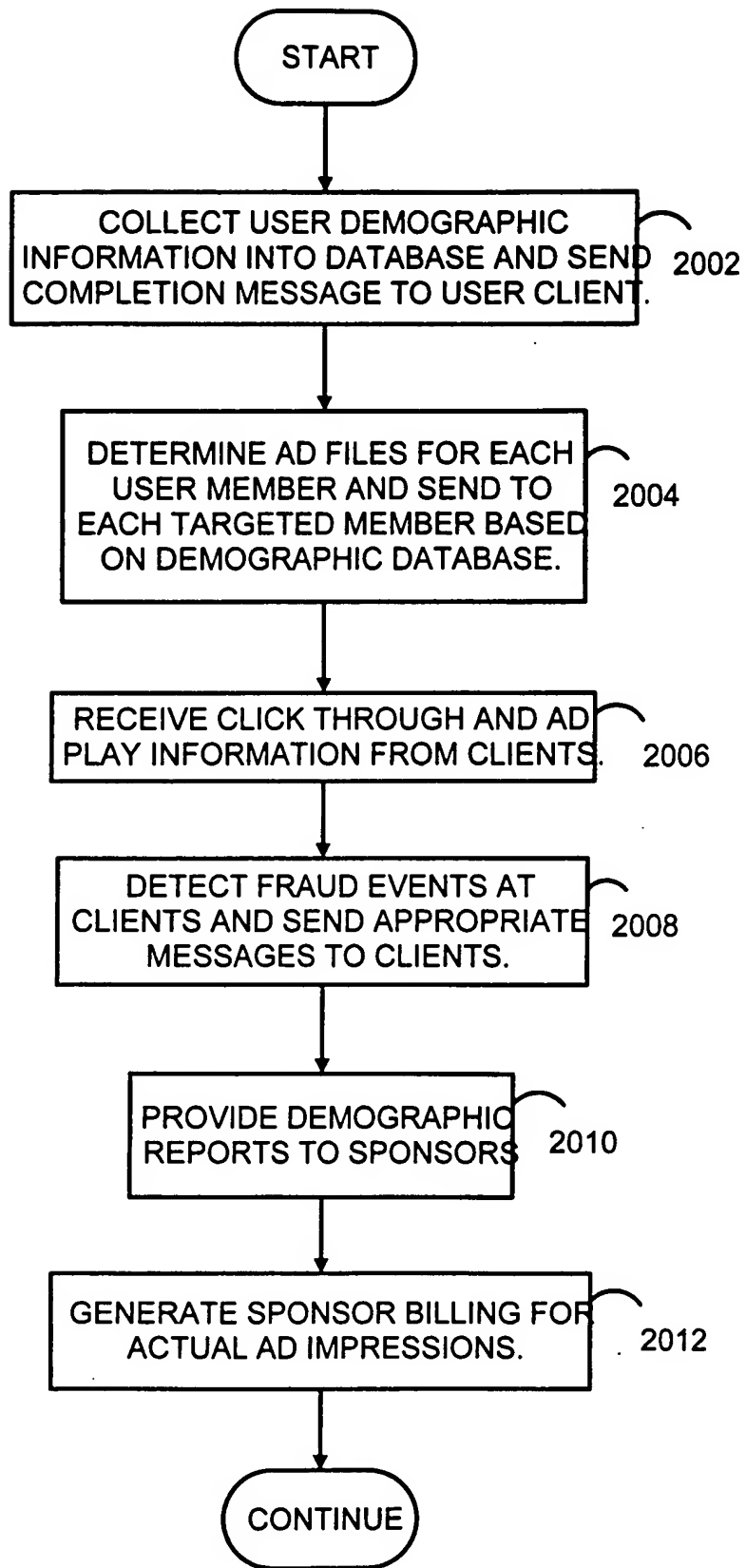


FIG. 20

BROWSER - DEMOGRAPHIC REPORT

—

□

X

FILE
EDIT
VIEW
TOOLS
HELP

BACK
FORWARD
RELOAD
HOME
PRINT
STOP

DEMOGRAPHIC REPORT FOR:
BROADCAST ENTERTAINMENT COMPANY

FIRST SHOW, AD1
DATA FOR: 1999 OCTOBER 1 TO PRESENT

START DATE

▽

END DATE

▽

VIEW
OPTIONS

| IMPRESSIONS | UNIQUE IMPRESSIONS | CLICK THRU | RATE | COST |
|-------------|-----------------------|---------------|------|--------|
| 710,000 | 400,000 | 500,000 | 0.60 | 42,600 |

SPECIAL EVENT, PROMOTIONAL AD
DATA FOR: 1999 NOVEMBER 1 TO PRESENT

START DATE

▽

END DATE

▽

VIEW
OPTIONS

START

□

FIG. 21

| | | | | |
|--|-----------------------|---|---|--|
| BROWSER - REPORT OPTIONS | | | | <input type="button" value="-"/> <input type="button" value="□"/> <input type="button" value="X"/> |
| FILE EDIT VIEW TOOLS HELP | | | | |
| BACK FORWARD RELOAD HOME PRINT STOP | | | | |
| FIRST SHOW, "AD1" | | | <input type="button" value="GRAPH DETAILS"/> | |
| IMPRESSIONS | UNIQUE IMPRESSIONS | CLICK- THRUS | RATE | COST |
| 710,000 | 400,000 | 500,000 | 0.60 | 42,600 |
| <input checked="" type="checkbox"/> AGE GROUPS | | <input checked="" type="checkbox"/> 13-17 | <input checked="" type="checkbox"/> 18-24 | <input checked="" type="checkbox"/> 25-34 |
| <input checked="" type="checkbox"/> GENDER | | <input checked="" type="checkbox"/> MALE | <input checked="" type="checkbox"/> FEMALE | |
| <input checked="" type="checkbox"/> INCOME | | <input checked="" type="checkbox"/> \$0-25K | <input checked="" type="checkbox"/> \$26K-50K | <input checked="" type="checkbox"/> \$51- |
| <input checked="" type="checkbox"/> OCCUPATION | | <input checked="" type="checkbox"/> ACCOUNTING <input checked="" type="checkbox"/> COMPUTERS | | |
| <input checked="" type="checkbox"/> GEOGRAPHIC | | <div style="border: 1px solid black; display: inline-block; padding: 2px;">ALL STATES</div> <div style="border: 1px solid black; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center;">▼</div> | | |
| <input checked="" type="checkbox"/> INTERESTS | | <div style="border: 1px solid black; display: inline-block; padding: 2px;">GAMING</div> <div style="border: 1px solid black; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center;">▼</div> | | |
| ◀ | | | | ▶ |
| <input type="button" value="START"/> | | | | <input type="button" value="□"/> |

FIG. 22

| | | | | | |
|-------------------------------------|-------------|-----------------|---------|---|---|
| BROWSER - GRAPH DETAILS | | | - | □ | X |
| FILE EDIT VIEW TOOLS HELP | | | | | |
| BACK FORWARD RELOAD HOME PRINT STOP | | | | | |
| FIRST SHOW, "AD1" | | | | | |
| AGE GROUPS | IMPRESSIONS | CLICK- THRUS | IMP-CT% | | |
| 13-17 | 180,000 | 150,000 | 83% | | |
| 18-25 | 200,000 | 170,000 | 85% | | |
| 26-34 | 160,000 | 100,000 | 62.5% | | |
| 35-45 | 100,000 | 50,000 | 50% | | |
| 45-55 | 50,000 | 20,000 | 40% | | |
| 56-65+ | 20,000 | 10,000 | 50% | | |
| GENDER | IMPRESSIONS | CLICK- THRUS | IMP-CT% | | |
| MALE | 391,500 | 295,000 | 75% | | |
| FEMALE | 318,500 | 205,000 | 64% | | |
| START | | | □ | | |

FIG. 23

| | | | | | | | | | | | | | | | | | |
|-------------------------------------|--|---|--|----|--|---|--|------|--|-------------|--|----|--|---|--|--|--|
| BROWSER - ARCHIVE | | | | - | | □ | | X | | | | | | | | | |
| FILE EDIT VIEW TOOLS HELP | | | | | | | | | | | | | | | | | |
| BACK FORWARD RELOAD HOME PRINT STOP | | | | | | | | | | | | | | | | | |
| FIRST SHOW, AD1 | | | | | | | | | | | | | | | | | |
| CHOOSE DATES TO REVIEW | | | | | | | | | | | | | | | | | |
| START DATE | | | | | | | | | | | | | | | | | |
| JULY | | ▼ | | 20 | | ▼ | | JULY | | ▼ | | 26 | | ▼ | | | |
| | | | | | | | | | | VIEW REPORT | | | | | | | |
| SPECIAL EVENT, PROMOTIONAL AD | | | | | | | | | | | | | | | | | |
| CHOOSE DATES TO REVIEW | | | | | | | | | | | | | | | | | |
| START DATE | | | | | | | | | | | | | | | | | |
| JUNE | | ▼ | | 16 | | ▼ | | JULY | | ▼ | | 26 | | ▼ | | | |
| START | | | | | | | | | | | | □ | | □ | | | |

FIG. 24

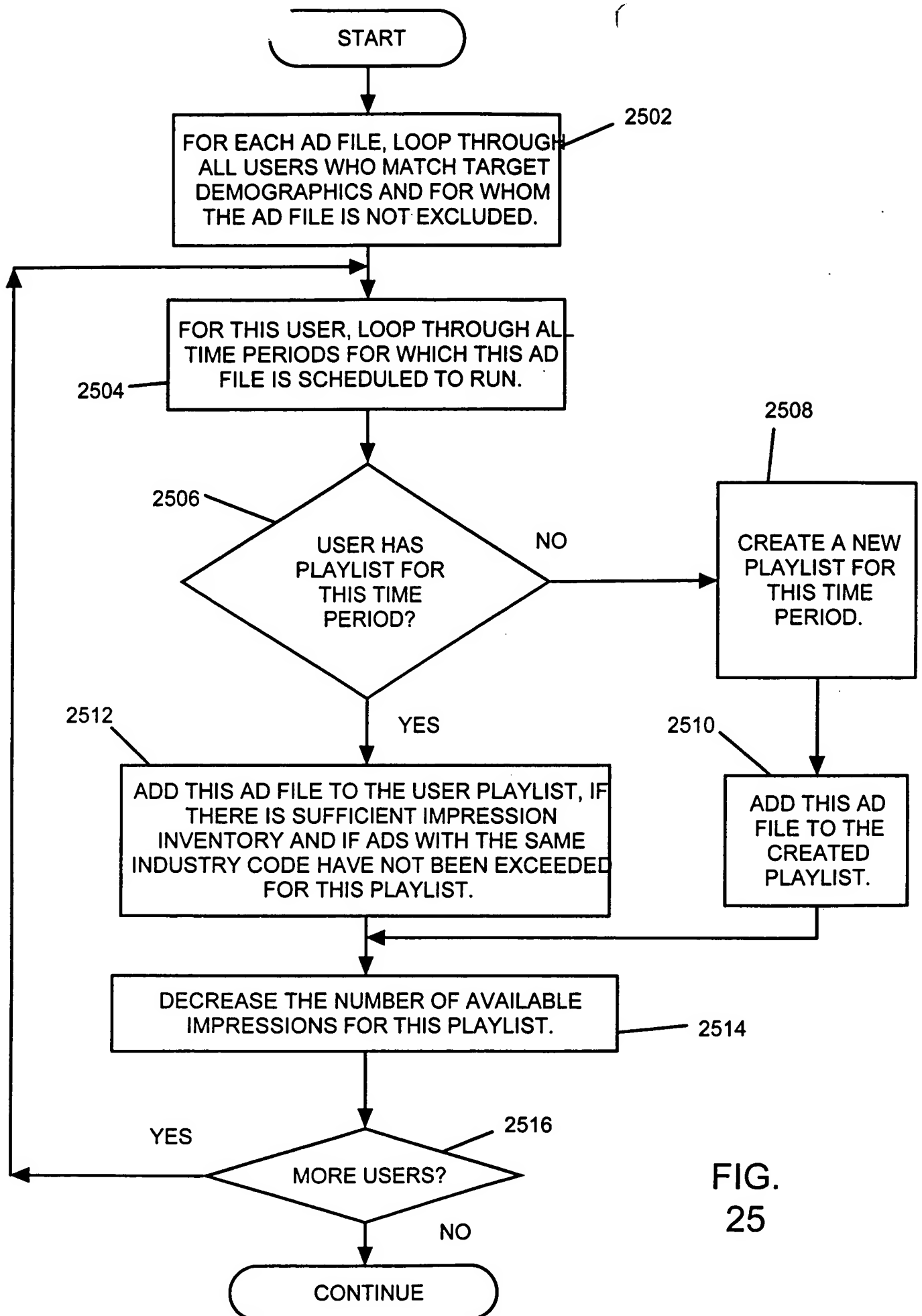


FIG.
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